

R E P O R T R E S U M E S

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INSTRUCTIONAL TECHNOLOGY AND MEDIA PROJECT, FIRST ADVISORY
PANEL MEETING, NOVEMBER 29, 30, AND DECEMBER 1, 1964, LOS
ANGELES, CALIFORNIA, SUMMARY.

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MEDIA PROJECT, CHERRY HILL, NEW JERSEY

A SECOND ADVISORY PANEL MEETING OF THE INSTRUCTIONAL
TECHNOLOGY AND MEDIA PROJECT (ITM) WAS HELD ON APRIL 24, 25,
AND 26, 1964, AT CHERRY HILL, N.J. VARIOUS REPORTS WERE GIVEN
INCLUDING--(1) ITM PROJECT HOUSING REPORT, (2) 12 CONFERENCE
AND MEETING REPORTS, (3) A STATUS REPORT ON ITM'S INFORMATION
STORAGE AND RETRIEVAL SYSTEM, AND (4) A REPORT ON THE
PUBLICATIONS PROGRAM OF THE EDUCATIONAL MEDIA BRANCH. DR.
WILLIAM ALLEN, EDITORIAL DIRECTOR OF ITM, PRESENTED THE
LATTER REPORT. ALLEN EXPLAINED THAT, ALTHOUGH THIS ACTIVITY
EXPANDS ON THE DESIGNATED RESPONSIBILITY OF THE MONOGRAPH
PREPARATION PHASE OF THE ITM PROJECT, IT SEEMED DESIRABLE TO
PLACE THE MONOGRAPHS WITHIN PUBLICATIONS PROGRAM. FIVE TYPES
OF DISSEMINATING ACTIVITIES AND FIVE AUDIENCE GROUPS WERE
USED TO ILLUSTRATE THE IMPORTANCE OF PUBLICATIONS. REMEDIES
TO CORRECT DEFICIENCIES IN REPORTING TO USERS WERE SUGGESTED.
(JC)

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SUMMARY
Instructional Technology
FIRST ADVISORY PANEL MEETING

November 29, 30, and December 1, 1964
Statler Hilton Hotel, Los Angeles, California

The first meeting of the Advisory Panel took place on Friday evening, November 29, as a dinner meeting. Following introductions, and a get-acquainted period, a multi-media presentation on the overall subject of developments in instructional technology, designed for use in the New Media Demonstration Center of the United States Office of Education was presented. The entire presentation was controlled by an Edex System provided, for the purpose, by the Edex Corporation.

On Saturday morning, the Project Director began by outlining the historical background leading to the current project. The Instructional Technology and Media Project was an outgrowth of the earlier Technological Development Project funded by Title VII, NDEA and carried out under a contract between the United States Office of Education and the National Education Association. The Technological Development Project produced eleven occasional papers and three monographs, and a final report, Instrumentation for Instruction, 1955-1970, is ready to go to press.

The objectives of the current project are three in number:

1. The procurement and editing of ten Monographs dealing with the Instructional Technology field which brings together research dealing with fairly broad areas.
2. The production of three films and scripts for two additional films dealing with Instructional Technology.
3. The continuing surveillance, study, and reporting of new technological developments affecting education.

It was explained that the Project, in the first two functions, is, in essence, performing a staff function for the United States Office of Education.

The role of the Advisory Panel was then discussed and it was explained that one important function as stated in the contract was to approve monograph and film titles and authors. These recommendations are then to be forwarded to the Educational Media Branch, United States Office of Education, for action. An example of this role was then discussed in regard to the Monographs. In this case, the staff would make general proposals regarding Monograph titles to the Advisory Panel. The Advisory Panel would then discuss these general proposals and come to a firm agreement as to specific titles that should be covered along with suggested authors. In turn these specific titles would then be submitted to the United States Office of Education for the writing of contracts with individual authors.

The meeting then turned to a discussion of the Monograph series. Dr. Allen presented the data that he had gathered in this area which included a suggested list of Monographs

and authors.

1. Cognitive Area:

- a. The Communication Approach to Learning. George Gerbner.
- b. Theories of Educational Media (Edited by Charles F. Hoban.)
- c. The Design of Educational Media (Edited by Robert Wagner.)
- d. Media and the Concept of Structure.

2. Process-Media Application Area:

- a. Modifying Attitudes and Opinions through Media.
- b. The Management of Media Programs. Charles Schuller.
- c. Overcoming Resistance to the Application of Media to the Teaching-Learning Process. Possibly several contributors.
- d. The Design and Development of Instructional Systems.
- e. Separate monographs on the contributions of the various media, based on results of Title VII research and previous research in the field:
 - (1) Instructional Motion Pictures (Charles Hoban, C. R. Carpenter).
 - (2) Instructional Television (Leslie Greenhill).
 - (3) Still Graphic Projection (A. W. VanDerMeer).
 - (4) Multi-Media Presentation (Syracuse University group).
 - (5) Audio Presentation

3. Subject Matter and Special Interest Area (prepared jointly by a media specialist and a subject area specialist).

- a. Use of Media with the Gifted and Academically Talented.

- b. Use of Media with the Mentally Retarded (Lester Beck).
- c. Use of the Media in an Attack on the Problems of the Educationally Disadvantaged.
- d. Possible Contribution of the Media to Instruction in the Humanities.
- e. Applying Media in Less Well-Developed Countries.
- f. Media Application to Testing.

It was decided by the group that the Monographs should not be "scholarly" but rather be written in such a language as to make them understandable to both the professional and lay audience.

It was also pointed out that it is most important that the Monographs be worth writing, that the films be worth producing, and that the reports be worth reporting, and that the entire Project move out beyond the general stock-taking stage to a conceptual level.

Dr. Gerbner then turned the discussion to the direction in which Instructional Technology was heading and raised the question as to whether or not the underlying, unstated value cargo which the movement carries had been identified, described, and evaluated. He felt that it had not and that most research and comment in the field was therefore without an important dimension. A somewhat ambiguous idea of a symposium of general students of technology such as Gerard Piel, W. H. Ferry and others was suggested as a source of inspiration for Monograph authors, or as a means of identifying topics.

There followed a long, intense, but not very fruitful discussion concerning possible monograph titles. The proposals on Dr. Allen's list were vigorously criticized; however, other than very large and general areas not suitable for Monograph treatment, no useful (in the sense of being able to locate an author and commission a monograph) titles were suggested in their place. The discussion of monographs was then dropped.

At this point a summary of all Title VII, Part A and B research publications as well as all Cooperative Research publications dealing with media was presented by Mr. Bolvin. The discussion then centered on the problem of the dissemination of this large amount of information and the resistance that can be generated not only within the profession, but within the lay community through the lack of understanding of the objectives and goals of Instructional Technology.

Mr. Brydon then presented the results of a sample survey on the flow of information about new media among school administrators. The results of this rather small sampling indicated that administrators and supervisory personnel in the public schools have little time or inclination to pursue the literature which is being generated in the Instructional Technology field. The Panel agreed that educators like other professionals did not assimilate information in the fashion which we would hope they would, and that means should be found to improve this process.

Another facet of the Project's activities was discussed--the production of the films on instructional technology to be used by the United States Office of Education for informational purposes. Dr. Kantor stated that this is not an easy task as the type of audience to be reached has not yet been identified.

A survey of the film program of the United States Office of Education under Title VII, Part B has been made and results of the survey were reported in the agenda papers. Additional work is being done in the study of United States Office of Education films. The list indicates that there are apparently no films of a general nature which have been produced for the consumption of lay audiences. It also appears as though the teacher could be included in the same category as the lay audiences, as their knowledge of innovation in Instructional Technology is apparently not too broad.

It was generally agreed that the first film should be "This is What We Mean, This is What is Happening, and These are Some of the Things That are Coming Up." This film would be designed to fill the information gap that apparently exists between theory and practice.

A discussion of film distribution followed and it was pointed out that the problem not only exists with film distribution but the distribution of other informational materials which are produced concerning educational media.

When research reports are submitted to the United States

Office of Education, 65 copies are required for depositories, and remaining copies are sent to state departments of education and key representatives of the United States Office of Education. There is no general distribution except through University Microfilms or in the Title VII Monograph series put out through the Government Printing Office.

In regard to the Project films to be produced, only two copies and two negatives of each film are required by the contract. Subsequent distribution plans will be recommended, however.

The feasibility of breaking the proposed twenty-five minute films into three nine minute segments was then discussed and the Panel suggested that this possibility be investigated.

The twenty-five minute films was originally specified in the contract in order that it could lend itself to television showing. It was suggested that the films could possibly be twenty-seven minutes in length, concern themselves with three separate concepts within the film, and thus fit both patterns. It was also pointed out that materials presented by the films must be very selective in order that the audience not be frightened.

Exceptional concern was expressed over frightening audiences, apparently inspired by the Friday night presentation.

The third facet of the Project dealing with surveillance and reporting was then presented. Dr. Finn indicated that the approach in this area reflects a slightly different attitude than was found in the former Technological Development Project. The approach with the current Project will be toward occasional papers and studies which are somewhat removed from hardware. There will be more emphasis on such areas as economics and communication. Some of the areas which will be considered are growth trends and media patterns, research and development, teacher education, 8mm films, logistics, large group instruction, the explosion of knowledge, population explosion, and the problem of copyrights. A complete list of titles, for studies, and papers appeared as Item 9 of the supporting papers.

Discussion then returned to the area of the Monographs and it was generally agreed that a good title for a Monograph was The Design of Educational Media. It was also suggested that this was a strong possibility for a film.

At this point in the agenda, Mr. Bolvin presented suggested descriptors for the establishment of the Information Storage and Retrieval System for the Instructional Technology and Media Project. These descriptors were discussed in detail and certain modifications were made.

The Panel agreed that the proposed Information Storage and Retrieval System appeared to be well organized.

The Advisory Panel agreed that the question of

Monograph Titles and Film Titles at this point is more or less "up in the air". In the near future further information regarding the Monograph Titles will be circulated among the members of the Advisory Panel with the request for their reactions.

Major areas to be considered at the Second Advisory Panel Meeting which will be held sometime in April will be the titles of proposed films, as well as further discussions regarding the titles and authors of the Monographs.

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A G E N D A

INSTRUCTIONAL TECHNOLOGY AND MEDIA PROJECT Second Advisory Panel Meeting April 24, 25 & 26, 1964 Cherry Hill, New Jersey

COMMENTS FROM MEMBERS OF THE ADVISORY PANEL

REPORTS ON THE STATUS OF THE PROJECT

1. Introductions and general comments (Finn).
2. Report on Project housing (Rucker) See Supporting Papers pp. 1-2.
3. Conference and meeting reports (Rucker) See Supporting Papers pp. 3-23.
4. Information Storage and Retrieval Report (Bolvin). See Supporting Papers pp. 24-25.
5. Status of studies (Finn).

REPORTS ON NEW DEVELOPMENTS

6. Information Display (Rucker and Bolvin). See Supporting Papers p. 13.
7. Microfilm (Finn).
8. Stanford project (Finn).
9. TMI Experiments with Tutors (Finn).
10. Organization of CHART (Finn).
11. Skinner's Attack on AV (Finn).
12. IBM System/360 (Bolvin).
13. Poverty Program (Finn).
14. Industrial Developments (Finn).

CONTENTS OF VOLUME VII REPORTS

FILM PROPOSALS

15. Film Study (Kantor).
16. Film Proposals (Couillard).
17. Discussion and action by Panel.

MONOGRAPH PROPOSALS

18. Revised Study (Allen). See Supporting Papers pp. 26-38.
19. Approvals (Allen).
20. Discussion and action by Panel.

OCCASIONAL PAPERS

21. Discussion of new list (Finn).

EVALUATION OF PROGRESS

22. Discussion

ISSUES IN INSTRUCTIONAL TECHNOLOGY

23. Discussion

FLORIDA

Documents Division, University of Florida Libraries, Gainesville
Florida State University, Tallahassee

GEORGIA

University of Georgia Libraries, Document Section, Athens

HAWAII

University of Hawaii Library, Document Section, Honolulu

ILLINOIS

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University of Chicago Library, Document Section, Chicago 37
Northwestern University Library, Document Section, Evanston
University of Illinois Library, Document Section, Urbana

INDIANA

Indiana University Library, Document Section, Bloomington
Indiana State Library, 340 North Senate Avenue, Indianapolis 2
Purdue University Library, Document Section, West Lafayette
Ball State Teachers College, Muncie
Indiana State Teachers College, Director of Library, Terre Haute

DISTRIBUTION OF TITLE VII REPORTS

Title VII-A

All completed research projects under Title VII-A have submitted 200 copies of their final report to the Educational Media Branch of the USOE. These in turn are distributed through the Documents Expediting Service of the Library of Congress to the libraries listed below and reports may be obtained on an inter-library loan basis.

ALABAMA

University of Alabama Library, Reference Department, University

ARIZONA

Matthews Library, Arizona State University, Tempe
University of Arizona, Tucson

CALIFORNIA

The General Library, University of California, Berkeley 4
The Hannold Library, Documents Department, Claremont
Long Beach State College, Long Beach 4
University of California Library, Los Angeles 24
Library, University of Southern California, Los Angeles 7
Los Angeles State College Library, Los Angeles 32
California State Library, Documents Division, Sacramento 9
San Diego State College Library, San Diego 15
Cubberley Education Library, Stanford University

COLORADO

University of Colorado Libraries, Boulder
Library, Colorado State College, Greeley

DISTRICT OF COLUMBIA

Library of Congress, Washington 25

FLORIDA

Documents Division, University of Florida Libraries, Gainesville
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GEORGIA

University of Georgia Libraries, Documents Section, Athens

HAWAII

University of Hawaii Library, Government Documents, Honolulu

ILLINOIS

Midwest Inter-Library Center, 5721 Cottage Grove Avenue, Chicago 37
University of Chicago Library, Documents Librarian, Chicago 37
Northwestern University Library, Documents Division, Evanston
University of Illinois Library, Gift and Exchange, Urbana

INDIANA

Indiana University Library, Documents Librarian, Bloomington
Indiana State Library, 140 North Senate Avenue, Indianapolis 4
Purdue University Library, Documents Librarian, Lafayette
Ball State Teachers College, Muncie
Indiana State Teachers College, Director of Libraries, Terre Haute

KANSAS

University of Kansas Library, Documents Librarian, Lawrence

MARYLAND

Enoch Pratt Free Library, Documents Librarian, Baltimore 1
 Johns Hopkins University, Library, Baltimore 18
 Curriculum Laboratory, Educational Services Section, Montgomery County
 Board of Education, Washington Street, Rockville

MASSACHUSETTS

Harvard University Library, Graduate School of Education, Cambridge 38
 Library, Lesley College, Cambridge 38
 School of Education Library, Boston College, Chestnut Hill 67

MICHIGAN

University of Michigan Library, Documents Librarian, Ann Arbor
 Detroit Public Library, 5201 Woodward Avenue, Detroit 2
 Wayne State University Library, Detroit 2
 Michigan State University Library, Documents, East Lansing
 Eastern Michigan University, Ypsilanti

MINNESOTA

University of Minnesota Library, Documents Division, Minneapolis 14

MISSISSIPPI

Library, Mississippi Southern College, P.O. Box 53, Station A, Hattiesburg

MISSOURI

University of Missouri Library, Serials Department, Columbia
 Kansas City Public Library, Documents Division 9th and Locust, K.C.

NEBRASKA

University of Nebraska Library, Documents Librarian, Lincoln 8

NEW HAMPSHIRE

Dartmouth College Library, Reference Department, Hanover

NEW JERSEY

Rutgers University Library, Periodical Department, New Brunswick
 Princeton University Library, Documents Librarian, Princeton

NEW YORK

New York State Library, Gift and Exchange, Albany 1
 Brooklyn College Library, Brooklyn 10
 Brooklyn Public Library, Grand Army Plaza, Brooklyn 17
 Cornell University Library, Government Documents, Ithaca
 Columbia University Libraries, 535 West 114th Street, New York 27
 New York Public Library, Fifth Ave & 42nd St., New York 13
 United Nations Library, Acquisitions Unit, New York
 Syracuse University Library, Serials Division, Syracuse 10

NORTH CAROLINA

University of North Carolina, Chapel Hill
 Duke University Library, Documents Librarian, Durham
 North Carolina State College, D.H. Hill Library, Raleigh

O H I O

Ohio State University Libraries, Serial Division, 1858 Neil Ave, Columbus
 Kent State University Library, Documents Librarian, Kent
 Miami University Library, Documents Librarian, Oxford

O K L A H O M A

Oklahoma State Library, 109 State Capitol, Oklahoma City 5
 Oklahoma State University Library, Documents Librarian, Stillwater

P E N N S Y L V A N I A

Lehigh University Library, Bethlehem
 The Pennsylvania State Library, Technical Services, Room 46, Harrisburg
 Free Library of Philadelphia, Public Documents, Philadelphia 3
 American Institute for Research 410 Amberson Avenue, Pittsburgh 32
 Carnegie Library of Pittsburgh, Reference Department, Pittsburgh 13
 Pennsylvania State University Library, Documents, University Park

R H O D E I S L A N D

Brown University Library, Documents Division, Providence 12

S O U T H C A R O L I N A

Education Library, University of South Carolina, Columbia 1

T E N N E S S E E

University of Tennessee Library, Documents Librarian, Knoxville 16
 Joint University Libraries, Nashville

T E X A S

Dallas Public Library, Documents Librarian, Dallas
 Texas Christian University, Mary Couts Burnett Library, Fort Worth 29

U T A H

Brigham Young University, Documents Section Provo
 Library Periodical Room, University of Utah, Salt Lake City

V I R G I N I A

University of Virginia Library, Public Documents, Charlottesville

W A S H I N G T O N

University of Washington Library, Documents Librarian, Seattle 5

W I S C O N S I N

Milwaukee Public Library, 814 West Wisconsin Avenue, Milwaukee

W Y O M I N G

University of Wyoming Library, Laramie

Title VII-B

All Title VII-B final reports are available on an inter-library loan basis as the VII-A are. The reports listed below were also printed in quantity by either the contractor or the Government Printing Office:

<u>PROJECT NUMBER</u>	<u>TITLE OF REPORT</u>	<u>*PUBLISHER</u>	<u>QUANTITY</u>
B-002b	GUIDES TO NEWER EDUCATIONAL MEDIA	C	5,000
B-002	IMPROVING INSTRUCTION: BUDGETING YOUR AUDIO VISUAL PROGRAM	C	22,000
B-007	PLANNING SCHOOLS FOR NEW MEDIA	C G	9,000 7,000
B-017	NEW TEACHING AIDS FOR THE AMERICAN CLASSROOM	C G	5,000 3,000
B-017a	EDUCATIONAL TELEVISION: THE NEXT TEN YEARS (6500 is the quantity sent to the USOE; actual quantity printed was not available.)	C	6,500
B-030a	A PILOT CONFERENCE ON THE DISSEMINATION OF PRINCIPLES AND PRACTICES IN THE USE OF TELEVISION FOR EDUCATIONAL PURPOSES	C	25,000
B-035	A STUDY OF THE USES OF IN-SCHOOL TELECAST MATERIALS LEADING TO RECOMMENDATIONS AS TO DISTRIBUTION AND EXCHANGE	C	4,000
B-055	RADIO AND TELEVISION: A SELECTED BIBLIOGRAPHY	G	7,500
B-063	RESEARCH ABSTRACTS AND ANALYTICAL REVIEW (AVER abstracts-- first four installments) (4,000 is only the quantity supplied to the USOE by DAVI.)	C	4,000
B-066	MOTION PICTURE PRODUCTION FACILITIES OF SELECTED COLLEGE AND UNIVERSITIES	G	13,300
B-069b	TDP Occasional Papers: HISTORY OF INSTRUCTIONAL TECHNOLOGY, 1650-1900 TEACHING MACHINES AND PROGRAMED LEARNING (These figures are, of course, above and beyond the quantities printed by the TDP.)	G G	10,000 16,000
B-083c	THE NEW MEDIA IN EDUCATION	C	6,000
B-083d	NEWER EDUCATIONAL MEDIA	C	12,500

* C = contractor

G = Government Printing Office

B-086	IMPROVING THE LEARNING ENVIRONMENT	C	200
		G	12,100
B-118	AUDIO-VISUAL EDUCATION IN HAWAII	C	1,000
B-134	A SURVEY OF EDUCATIONAL MEDIA RESEARCH AND EXPERIMENTATION IN ASIA AND THE FAR EAST	G	11,400
B-142	INSTRUCTIONAL MATERIALS FOR TEACHING AUDIOVISUAL COURSES	C	12,000
B-143	LANGUAGE LABORATORY FACILITIES	G	13,400
B-154	DIRECTORY OF COLLEGE COURSES IN RADION AND TV, 1961-62	G	3,500
B-156a	SOURCES OF INFORMATION ON EDUCATIONAL MEDIA	G	13,003
B-160	THE NEEDS OF EDUCATION FOR TELEVISION CHANNEL ALLOCATIONS	G	10,100
B-232	PROGRAMS, '62	G	12,000
B-232	THE USE OF PROGRAMED INSTRUCTION IN U.S. SCHOOLS, 1962-63	G	15,050
B-232a	PROGRAMS, '63	G	15,050